

## CLAIMS:

1. A method of enabling disintermediation in a business model, comprising embedding extra information related to the business model in content (116), distributing the content (116) with the embedded information via a third party (202) to a rendering device (204) for output (120) to a receiver (220) arranged for processing the embedded information in the course of the business model.

2. A method as claimed in claim 1, whereby the extra information is related to an e-commerce application.

3. A method as claimed in claim 2, whereby the receiver (220) is arranged for participating in the e-commerce application.

4. A method as claimed in claim 1, whereby the extra information is embedded in the content (116) by means of a watermark.

5. A method as claimed in claim 1, whereby the output (120) is in the acoustical domain.

6. A method as claimed in claim 1, whereby the receiver (220) comprises a mobile phone.

7. An arrangement (100) for enabling disintermediation in a business model, comprising a content source (201) for embedding extra information related to the business model in content (116), a distributor (202) for distributing the content (116) with the embedded information to a rendering device (204) for output (120) to a receiver (220) arranged for processing the embedded information in the course of the business model.

8. A receiver (220) for use in the arrangement of claim 7, comprising receiving means (131) for receiving a signal (120) comprising extra information related to a business

model, decoding means (132) for extracting the extra information from the signal (120), and processing means (133) for processing the embedded information in the course of the business model.

- 5 9. The receiver (220) of claim 8, being arranged for transmitting at least a portion of the output (120) to a supporting server (250) and for receiving from the supporting server (250) the extra information that was embedded in the portion.

- 10 10. A computer program product (141) comprising receiving means (131) for receiving a signal (120) comprising extra information related to a business model, decoding means (132) for extracting the extra information from the signal (120), and processing means (133) for processing the embedded information in the course of the business model.

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